LIST OF FIGURE

Figure 1.1 Logo of Somethinc	. 1
Figure 1.2 E-commerce with the most visitors in Q1 2023	. 3
Figure 1.3 Most Purchased E-Commerce Product Categories	. 4
Figure 1.4 Best-selling Makeup in Indonesia	. 4
Figure 1.5 Influencer Endorsement of Somethinc	. 6
Figure 2.1 Research Framework	. 30
Figure 3.1 Research Stages	. 43
Figure 3.2 Research Model with SmartPLS 3.0	. 52
Figure 4.1 Respondents Who Like to Look for Skincare Product Reviews	. 57
Figure 4.2 Result Based on Who Have Seen Advertisements for Somethinc	
Skincare Products with Celebrities as Endorser Influencers	. 58
Figure 4.3 Loading Factor & Path Coefficient	. 66
Figure 4.4 T-value Result	. 69